

WOMAN ENTREPRENEUR IN INDIA

NAME: MASUMA ERAM

EMAIL: masuma.eram@gmail.com

UNIVERSITY: Faculty of Commerce, Bhagwant University, Ajmer, Rajasthan

Abstract

Gone are the days when women were considered no match for all powerful men in this world. The new generation women across the world have overcome all negative notions and have proved themselves beyond doubt in all spheres of life including the most intricate and cumbersome world of entrepreneurship. Women have come a long way from just being a homemaker. Narendra Modi's start up friendly environment in the country has proved to be a blessing for female entrepreneurs and instrumental in fighting gender stereotyping in the business community. In this golden age of globalization, digitalization and start-up booms, India is clearly seeing a revolution vis-a-vis women entrepreneur. The sixth economic census released by Ministry of Statistics and Programme Implementation (MoSPI) highlights that women constitute around 14% of the total entrepreneurship in India. Today's women entrepreneurs do not come only from the established business families or from the higher-income sections of the population, they come from all walks of life and from all parts of the country. From running sports media firms to construction companies and security and detective agencies – women are dabbling into fields that have traditionally been bastions of male domination.

Key Words

Meaning, Reason becomes an Entrepreneur, Education and Age, Sources of capital, Problems faced by Woman Entrepreneur, How gender impact on work, Quick Facts, Top 10 Business Women of India, Final Words (Conclusion), Reference

Meaning of an Entrepreneur

If the fundamental definition of an innovative entrepreneur is someone who identifies a problem and solves it in a better/faster/cheaper way, then one cannot ignore the element of risk involved. The reality is that most entrepreneurs need to take on some level of risk, whether it is that of wrong assessment of a market problem, shifting technologies or changing customer needs and preferences. Perhaps due to this risk element, even until recently, entrepreneurship was considered a man's arena. Women, who ran businesses, were considered as useful contributors to the household income, but not really true entrepreneurs.

Women entrepreneur may be defined as a woman or group of women who initiate, organize, and run a business enterprise. In terms of Schumpeterian concept of innovative entrepreneurs, women who innovate, imitate or adopt a business activity are called "**Women Entrepreneurs**". The Government of India has defined women entrepreneurs based on women participation in equity and employment of a business enterprise. Accordingly, the Government of India (2006) has defined women entrepreneur as "an enterprise owned and controlled by a woman having a minimum financial interest of 51 percent of the capital and giving at least 51 percent of the employment generated in the enterprise to women." However, this definition is subject to criticism mainly on the condition of employing more than 50 per cent women workers in the enterprises owned and run by the women.

In nutshell, women entrepreneurs are those women who think of a business enterprise, initiate it, organize and combine the factors of production, operate the enterprise and undertake risks and handle economic uncertainty involved in running a business enterprise.

Functions of Women Entrepreneurs: As an entrepreneur, a woman entrepreneur has also to perform all the functions involved in establishing an enterprise. These include idea generation and screening, determination of objectives, project preparation, product analysis, and determination of forms of business organization, completion of promotional formalities, raising funds, procuring men, machine and materials, and operation of business.

Reason Becomes an Entrepreneur

Many studies indicate that women start businesses for fundamentally different reasons than their male counterparts. While men start businesses primarily for growth opportunities and profit potential, women most often found businesses in order to meet personal goals, such as gaining feelings of achievement and accomplishment. In many instances, women consider financial success as an external confirmation of their ability rather than as a primary goal or motivation to start a business, although millions of women entrepreneurs will grant that financial profitability is important in its own right.

Women also tend to start businesses about ten years later than men, on average. Motherhood, lack of management experience, and traditional socialization has all been cited as reasons for delayed entry into entrepreneurial careers. Many women start a business due to some traumatic event, such as divorce, discrimination due to pregnancy or the corporate glass ceiling, the health of a family member, or economic reasons such as a layoff. But a new talent pool of women entrepreneurs is forming today, as more women opt to leave corporate America to chart their own destinies. These women have developed financial expertise and bring experience in manufacturing or non-traditional fields. As a result, the concentration of women business owners in the retail and service sectors—and in traditional industries such as cosmetics, food, fashion, and personal care—is slowly changing.

1. Women can Network: Social networking has been accelerating at a fast pace in sync with technological advancements. Socializing has never been an issue for women and they can be great communicators at expressing their feelings to other people.

2. Women have Intuition: Women are known to be emotionally impulsive due to the hormone play. But women are also known for their ability to channel their energy into the right direction especially when they adorn responsible positions. Women have senses that ping when a small detail goes out of hand.

3. Women have Tolerance: From parents to husband and kids, who knows to appease the family better than a mother? Her ability to effortlessly slip into different roles while at the same time ensuring the quality does not suffer, should be considered as a lesson to learn from for any management school student.

4. Women can Multi-task: Being, a daughter, a sister, a friend, a wife, a mother, a colleague, a boss all at been through them all, understanding and coordinating with any aspect of a challenge. A mother at home and a leader at work require different perspectives of handling any situation. This gives women an upper hand at managing various scenarios.

5. Women Have Patience: With great power comes great responsibility, and who says women are not our everyday heroes. Being brought up in a patriarchal society, where men are always given the first opportunity to succeed in life, women have always strived to go the extra mile to emerge trailblazers in number of areas.

6. Women will Listen: Women are known to be better than men at empathizing. Sensing the thoughts and feelings of others appropriately, they emerge to be great solution providers. They respect reciprocal relationships and are more cooperative and collaborative in their approach. Logic can only take you from point A to point B, but a heart full of empathy can make millions happy.

7. Women can Adjust: In a male-dominated work place, woman always ends up being a lone ranger. This gives them the edge to be heard and acknowledged, as well as understood their place amongst society. Learning to control oneself when nobody is around to understand you, a place where all women have been in.

8. Cool-power Leadership: As the corporate world is moving from a hot to cool power leadership, women have an upper hand since her skills are not exerted through authority but personal interaction. She has an

inclination towards a holistic and self-reflective approach consequently making her a stronger and more effective leader than her male counterpart.

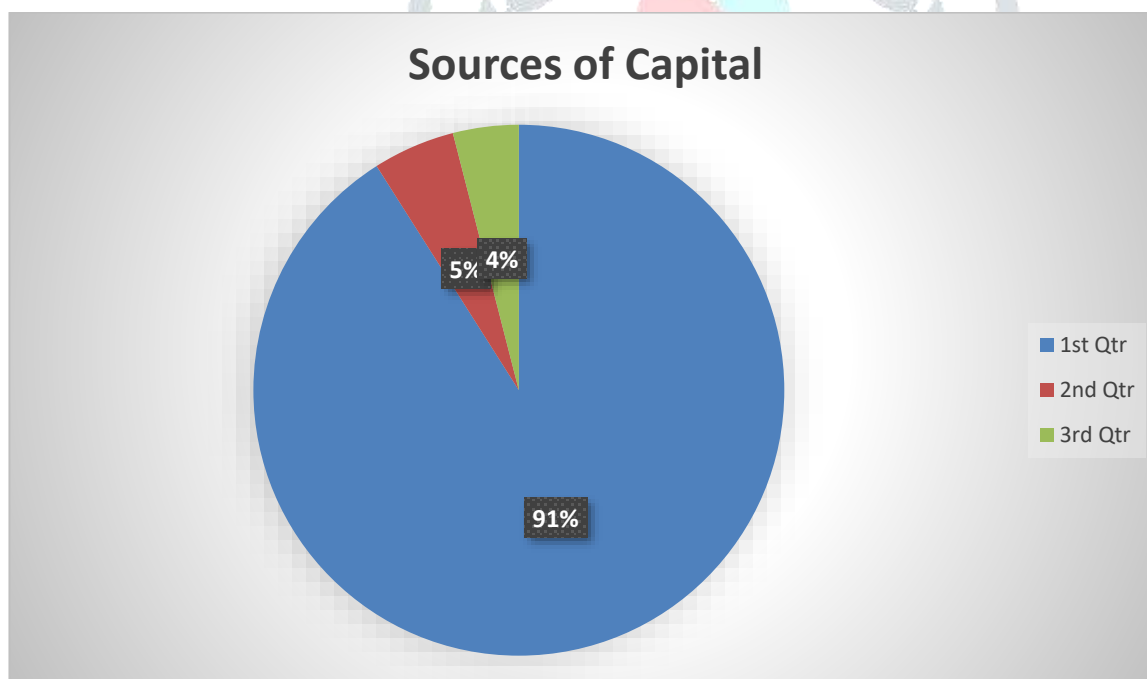
Being a woman is tough, but working with them is not. Her natural propensity to be better listeners who are capable of effectively dealing with stressful situations to come up with intelligent solutions, defying all odds and leading by example, gives her the extra push to be at the top.

Education and Age

The majority entrepreneurs that we surveyed had started their businesses between the ages of 25 and 35. 51.2% of women fall under this criterion. Another 19.6% of women started their business between the ages of 35-40. This leads us to infer that a majority of urban women entrepreneurs do have some work experience before starting their own ventures. Only a small number (11%) had started before turning 25, some possibly very soon after finishing their education. A similar response was also seen on the question of education. Around 72% of women who answered the survey were post graduate, 23% of women were graduates and only 5% were doctorate/post doctorate.

Sources of capital

In the majority of cases **women entrepreneurs (91%) used personal funds and savings** as the source to start their business, 5% loans from friends and relatives and 4% from others. This ties in with the fact that the majority of women are micro and small business owners.



Problems faced by Woman Entrepreneur

1. **Problem of Finance:** Finance is regarded as “life-blood” for any enterprise, be it big or small. However, women entrepreneurs suffer from shortage of finance on two counts. Firstly, women do not generally have property on their names to use them as collateral for obtaining funds from external sources. Thus, their access to the external sources of funds is limited. Secondly, the banks also consider women less credit-worthy and discourage women borrowers on the belief that they can at any time leave their business. Given such situation, women entrepreneurs are bound to rely on their own savings, if any and loans from friends

and relatives who are expectedly meagre and negligible. Thus, women enterprises fail due to the shortage of finance.

2. **Scarcity of Raw Material:** Most of the women enterprises are plagued by the scarcity of raw material and necessary inputs. Added to this are the high prices of raw material, on the one hand, and getting raw material at the minimum of discount, on the other. The failure of many women co-operatives in 1971 engaged in basket-making is an example how the scarcity of raw material sounds the death-knell of enterprises run by women (Gupta and Sri nivasan 2009).
3. **Stiff Competition:** Women entrepreneurs do not have organizational set-up to pump in a lot of money for canvassing and advertisement. Thus, they have to face a stiff competition for marketing their products with both organized sector and their male counterparts. Such a competition ultimately results in the liquidation of women enterprises.
4. **Limited Mobility:** Unlike men, women mobility in India is highly limited due to various reasons. A single woman asking for room is still looked upon suspicion. Cumbersome exercise involved in starting an enterprise coupled with the officials humiliating attitude towards women compels them to give up idea of starting an enterprise.
5. **Family Ties:** In India, it is mainly a women's duty to look after the children and other members of the family. Man plays a secondary role only. In case of married women, she has to strike a fine balance between her business and family. Her total involvement in family leaves little or no energy and time to devote for business. Support and approval of husbands seem necessary condition for women's entry into business. Accordingly, the educational level and family background of husbands positively influence women's entry into business activities.
6. **Lack of Education:** In India, around three-fifths (60%) of women are still illiterate. Illiteracy is the root cause of socio-economic problems. Due to the lack of education and that too qualitative education, women are not aware of business, technology and market knowledge. Also, lack of education causes low achievement motivation among women. Thus, lack of education creates one type or other problems for women in the setting up and running of business enterprises.
7. **Male-Dominated Society:** Male chauvinism is still the order of the day in India. The Constitution of India speaks of equality between sexes. But, in practice, women are looked upon as **abla**, i.e., weak in all respects. Women suffer from male reservations about a women's role, ability and capacity and are treated accordingly. In nutshell, in the male-dominated Indian society, women are not treated equal to men. This, in turn, serves as a barrier to women entry into business.
8. **Low Risk-Bearing Ability:** Women in India lead a protected life. They are less educated and economically not self-dependent. All these reduce their ability to bear risk involved in running an enterprise. Risk-bearing is an essential requisite of a successful entrepreneur. In addition to above problems, inadequate infrastructural facilities, shortage of power, high cost of production, social attitude, low need for achievement and socioeconomic constraints also hold the women back from entering into business.

How gender impacts their work

When asked about that how much you agree that a woman starting business in India faces more challenge than a man then around 49% women strongly agreed with this statement – this illustrates that women do perceive gender as an important factor that adds to the challenges that they face.

Quick Facts

- Walker, born Sarah Breedlove, is the original “self-made **woman**”.
- The **first female entrepreneur** of **India** is Kalpana Saroj.
- Liliane Bettencourt was the richest **woman** for most of the **first** 14 years Forbes published the **billionaires’** list.
- Women constitute 48.9% Indians
- Of all directors of start-ups 35% are women
- Women constitute 14% of total entrepreneurs in India
- About 51% women entrepreneurs started their business between ages of 20 and 30
- About 11% women started their business even before turning 25
- About 73% women entrepreneurs report revenue of under Rs.10,00,000 in a financial year
- About 35% women entrepreneurs had a cofounder
- About 71% women employ around 5 or less people
- Top 5 Indian cities with women entrepreneurs: Bangalore, Delhi-NCR, Chennai, Mumbai, Hyderabad

Top 10 Business Women of India

It is an era of women empowerment, with more and more women chasing their entrepreneurial dream. They are willing to take bold steps and embrace risks to succeed in their ventures.

1. **Indu Jain** – Chairperson of Bennet, Coleman (TOI)
2. **Indra Nooyi** – Chairwoman of PepsiCo
3. **Kiran Mazumdar Shaw** – Founder of Biocon Limited
4. **Vandana Luthra** – Founder of VLCC
5. **Priya Paul** – Chairperson Park Hotels
6. **Ritu Kumar** – World Famous Fashion Designer
7. **Shahnaz Hussain** – CEO of Shahnaz Herbals
8. **Richa Kar** – Co-founder of Zivame
9. **Suchi Mukherjee** – Founder & CEO of Limeroad
10. **Aditi Gupta** – Founder of Menstrupedia

Final Words (Conclusion)

“Don't Sit Down and Wait for The Opportunities to Come, Get Up and Make Them.”

-Madam C.J. Walker (First self-made woman)

Women's entry into business is a recent phenomenon. It is traced out as an extension of their kitchen activities to three Ps, i.e., pickles, powder (spices) and papad manufacturing. With growing awareness and spread of education over the years, women have started engrossing modern activities like engineering, electronics, and energy popularly known as 3Es.

Women entrepreneurs face two types of problems, one, general problems faced by all entrepreneurs and, second, problems specific to women. Male dominating society, family ties, education and risk-bearing abilities are examples of problems specific to women entrepreneurs.

Women in India are no longer able and remain confined to within four walls of the house. They are participating and performing well in all spheres of activities such as academics, politics, administration, space, and industry.

Recently, Prime Minister Narendra Modi asked women to take over his social media accounts and asked users to nominate women change-makers using **#SheInspiresMe**.

On the other hand, the Government is also working on providing Government schemes for women entrepreneurs in India.

- Access to 3000 MSME Women Entrepreneurs to GeM
- The Cent Kalyani Scheme
- Mudra Yojana Scheme for Women

Efforts are on at the Government and voluntary agencies levels to tap the hitherto unrecognized and unaccounted for the strength of women to integrate them in the process of industrial development, more especially small-scale industry development in the country.

Reference

1. "History of Women Owned Businesses | The Female Entrepreneur | Media Partners Worldwide". Retrieved 2020-04-11.
2. SBDCNet (2019-03-26). "Women in Business: A Brief History | SBDC National Blog". SBDCNet. Retrieved 2020-04-11.
3. "Women Entrepreneurs Law and Legal Definition | US Legal, Inc". definitions.uslegal.com. Retrieved 2019-06-17.
4. "From Ideas to Independence A Century of Entrepreneurial Women." Entrepreneurs.nwhm.org. N.P., n.d. Web.

